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E-J

Long Life Flooring

Light Weight-Reasonable Price
Long Life Wear



Manufactured by
Endicott-Johnson
Flooring Division
Johnson City, New York

E-J

Introducing E-J Long Life Flooring

PATENTS PENDING

We invite a close inspection of the following pages.

E-J "Long Life" Flooring is the perfected result of several years of practical experimenting. It is durable, exceedingly attractive, inexpensive, and as the name implies, is a Real Long Life Floor.

Its simplicity in laying, its strength and durability, will appeal to all who are interested in a modern and permanent flooring.

E-J "Long Life" Flooring practically does away with the necessity of periodically repairing; actual tests prove that after four years of exceptionally hard usage, little or no wear is evident.

The Fire Insurance Underwriters look more favorably toward E-J "Long Life" Flooring than wood, which means in a good many cases a lower insurance rate.

E-J "Long Life" Flooring is being used in many factories and warehouses throughout the United States and giving excellent satisfaction.

No doubt you are surprised to learn that a large shoe manufacturing concern should be interested in the manufacture of E-J "Long Life" Flooring.

The facts are—in the operation of our large tanneries and shoe factories there must necessarily be a considerable accumulation of waste leather products, and it has been with the idea in mind of utilizing these, that E-J "Long Life" Flooring has been perfected.

Factory Flooring has always been one of our most serious and expensive repair and maintenance items—as it is with everyone—but since the invention of this wonderful product we find our flooring troubles are at an end. We will be pleased indeed if we can help you solve your flooring problems.

Samples and Prices furnished upon request.

Endicott Johnson Corporation

Address Correspondence to

FLOORING DIVISION

~~61 Hudson Street~~ New York City, N. Y.

Johnson City, N. Y.

FACTORIES

Johnson City, N. Y.

"LONG LIFE"

E-J

FLOORING

NOT AN EXPERIMENT

E-J "Long Life" Flooring is past the experimental stage. Over 500,000 square feet now being successfully used throughout the different departments of our own Industry. Many thousands of square feet have also been installed in other plants—see testimonials on another page.



INCREASED EFFICIENCY

E-J "Long Life" Flooring, the Ideal flooring for—Factories, Machine Shops, Warehouses, Shipping Platforms, Fire Departments, Stables, Steamship Decks, Stairs (inside), and hundreds of other places.

MADE UP IN MAT FORM

E-J "Long Life" Flooring is also made up in mat form as shown in this picture. The U. S. Post Office employees in the mail sorting branches, have found this flooring very easy to work on. It is exceptionally fine for behind counters or in front of machines where the people must stand all day.



RESILIENCY

The Resiliency afforded by using E-J "Long Life" Flooring is such that the usual leg ache and burning foot troubles which have been present in Industries are very largely eliminated.

WATERPROOF

E-J "Long Life" Flooring can be successfully used on loading and shipping platforms.

THE BEST FOR FACTORY FLOORS

"LONG LIFE"



FLOORING

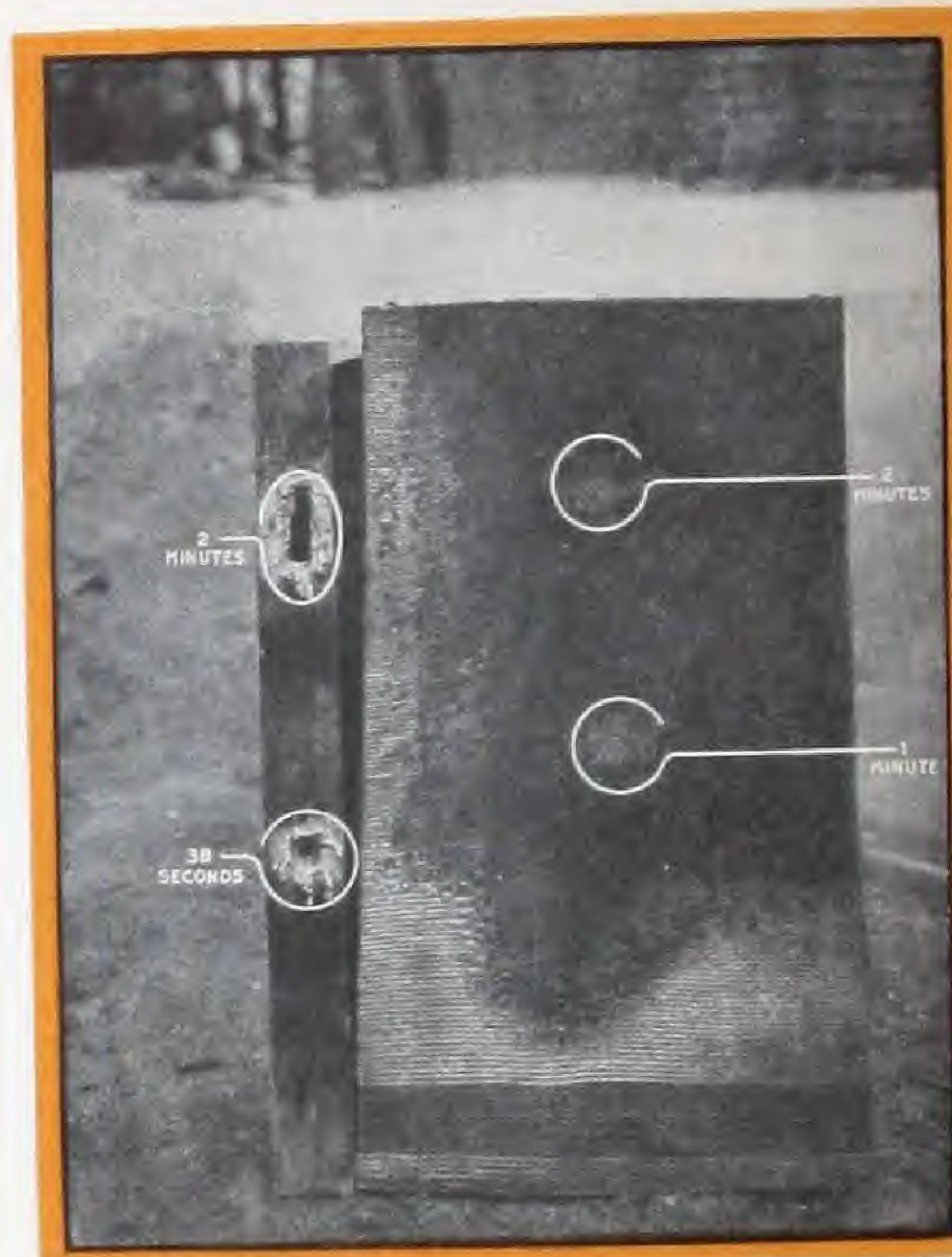


NON-INFLAMMABLE

An actual test: Picture on the left shows an Oxy-Acetylene torch being applied to E-J "Long Life" Flooring at the terrific heat of 6,000 degrees Fahr.

Note carefully the result of the test in the picture on the right. After one minute, as shown in the center of the large block of E-J "Long Life" Flooring, practically no impression was made. After two minutes, as shown on the top of the picture, it was charred to a depth of about $\frac{1}{4}$ inch, but no flame was induced by this severe test.

Comparison is made in the same picture with a narrow bar of $\frac{1}{2}$ inch iron, the same torch having been applied with a like amount of temperature—note this result—In 38 seconds it burned a hole through the iron; in 2 minutes, it burned a hole 1 inch wide and $3\frac{1}{2}$ inches long. Think what this means—no flame can set fire to this flooring—it will not burn.



FIRE RESISTING

At the left is an actual reproduction of fire test—Being subjected to flames for more than 30 minutes no fire broke through. Bare hands applied immediately after test is sufficient proof that E-J "Long Life" Flooring is a **non-conductor** of heat.

NON-CONDUCTOR OF HEAT OR COLD

E-J "Long Life" Flooring can be successfully used under extreme temperature conditions satisfactorily. Photo shows a drying room in one of the large factories. It is equally effective as a non-conductor of cold.



THE BEST FOR FACTORY FLOORS

"LONG LIFE"

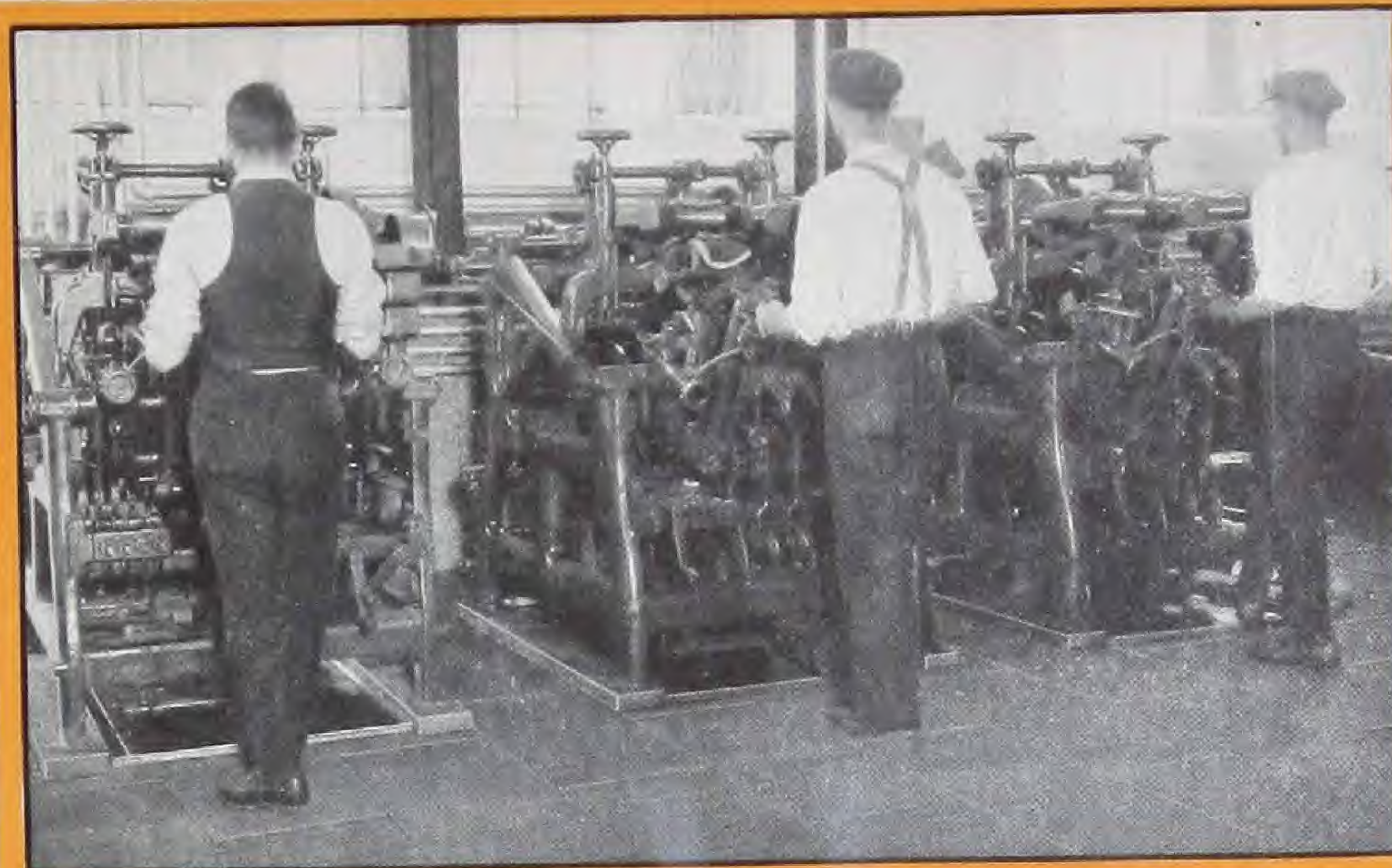


FLOORING

SAFETY FIRST

Safety First demands that material used for factory floors be such that will give a sure and firm foothold.

Being Non-Slip, accidents caused by slipping are reduced to a minimum. E-J "Long Life" Flooring tends to insure greater safety.



OUTWEARS WOOD FLOORING

E-J "Long Life" Flooring by actual test outwears the usual factory wooden floors three to one (3 to 1). It outwears concrete floors and has an added feature in that it is almost impossible to wear a hole in it by constantly standing in one spot. E-J "Long Life" Flooring is restful on the leg muscles as it is resilient and forms a sort of cushion, making walking easy.



NOISELESS

The grinding, rattling noise of heavy trucking is greatly eliminated. This is an exceptionally important factor as most shops are unusually noisy. Material accidentally dropped on the floor does not clatter like on wood or concrete.



ECONOMICAL

From the point of service and actual satisfaction, E-J "Long Life" Flooring has proven to be the cheapest flooring sold today, and practically eliminates your floor replacement problems and worries. Write for samples and prices.

THE BEST FOR FACTORY FLOORS

SPECIFICATIONS FOR FURNISHING AND INSTALLING E-J LONG LIFE FLOORING

GENERAL: The contractor shall furnish all labor and material necessary to properly install ($\frac{5}{8}$ " or $\frac{7}{8}$ " thickness). E-J "Long Life" Flooring manufactured by Endicott Johnson Corporation, Johnson City, N. Y., in strict accordance with their directions for installing this material.

FOUNDATION: The contractor shall not proceed with the laying of E-J "Long Life" Flooring until the foundation on which it is to be laid is clean, smooth, level and absolutely dry.

PREPARATION OF UNDER FLOOR: WOOD BACKING (Include in carpenter's specifications). In places where E-J "Long Life" Flooring is specified, lay a diagonal sub-floor of boards, preferably not over 4" wide so as to avoid cupping, well seasoned, driven tight and finished true and level $\frac{5}{8}$ " or $\frac{7}{8}$ " below the required finished floor level. Joints or butts must be planed or scraped smooth. If laid over the concrete fill, wood floor shall not be laid until the concrete is absolutely dry.

In the case of alterations, the old wood floor should be resurfaced to a smooth level. All rotten and badly worn boards must be replaced.

NOTE—E-J "Long Life" Flooring has no bridging strength of itself, consequently the construction of the sub-floor should be determined by the stress of floor load.

CONCRETE BACKING: (Include in mason's specifications). In all places where plans and specifications call for E-J "Long Life" Flooring the concrete sub-floor should be floated to a true and level surface— $\frac{3}{4}$ " or 1" below the finished floor level desired. The top layer or troweled smooth finish usually required for resilient type floors is not essential.

IMPORTANT NOTE—E-J "Long Life" Flooring cannot be successfully laid on damp concrete. Concrete laid below grade must be thoroughly waterproofed. Whether on grade or not, concrete must be bone dry when E-J "Long Life" Flooring is laid.

INSTALLATION: E-J "Long Life" Flooring should be laid so as to have the direction of trucking run across and not with the wire reinforcements.

ON A WOOD BACKING, the mechanic should start his first block at the corner of the room—force back laminated strips with hammer evenly and firmly on the rods—toe-nail in place. Snip the protruding rods close up to the block, using an ordinary wire cutter for this purpose.

Staples should then be driven between the strips and straddling the wire reinforcements. The first row of staples should be set about $\frac{3}{4}$ " from the block nearest the wall and then spaced about 4" apart thereafter. A template made of one of the laminated strips should be used as a guide in stapling so as to insure straddling the wire reinforcements which is very important. Care should also be exercised to see that the two points of each staple are driven **between** the strips and not across. Best results are obtained by staggering the blocks so as to break the continuity of joints.

ON CONCRETE BACKING, begin the operation the same as directed on wood as regards the layout. The concrete should be broom clean and free from as much loose dirt as possible. Treat with a coat of asphalt primer, allow this to thoroughly dry and then cover an area slightly greater than the dimensions of the "Long Life" Block with hot asphalt. Set in block as rapidly as possible and force in place. If any of the rods protrude snip with wire cutter close up to the strip. Stagger the blocks as directed on wood backing.

NOTE—Specially prepared asphalt is furnished by Endicott-Johnson for use in laying "Long Life" Flooring.

GUARANTEE: The contractor shall guarantee all material and workmanship furnished by him to be new and strictly first-class in every respect, and he shall make good any defects due to inferior materials or workmanship which may develop within one year from the completion of the work, without cost to the owner.

SERVICE: Endicott-Johnson maintains a corps of expert installation foremen, and as a condition of their guarantee insist that E-J "Long Life" Flooring be installed under the supervision of one of these men. There is no charge for this service.

"LONG LIFE"

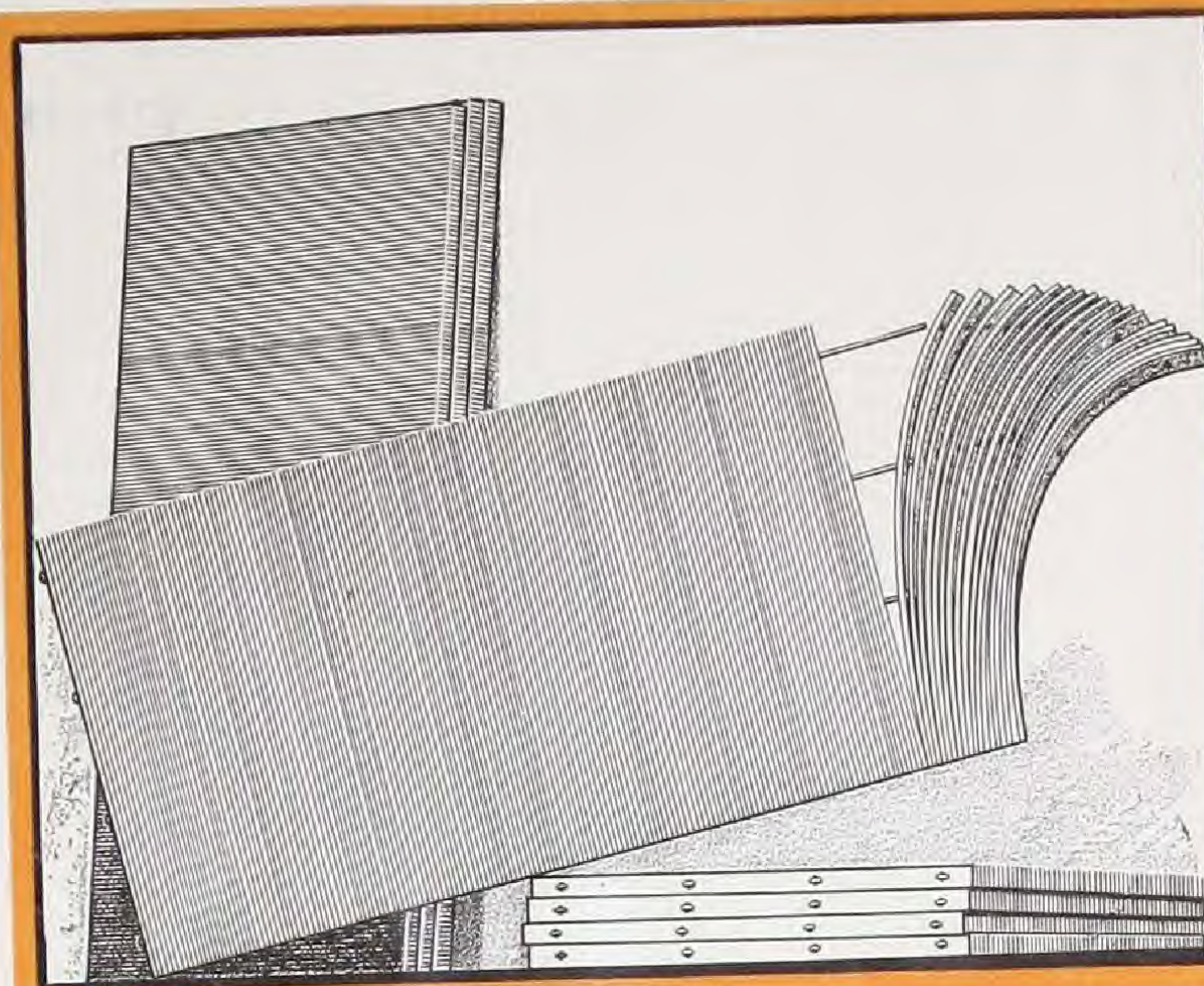
E-J

FLOORING

SIZE AND CONSTRUCTION

E-J "Long Life" Flooring is made in blocks 16" x 28" for laying over wood and 16" x 10" for laying on concrete. The flooring sections are reinforced by four $\frac{1}{8}$ " wires. It is also constructed in the shape of Mats, in stock size 16" x 28", reinforced with three $\frac{3}{16}$ " rods and metal end pieces. For convenience samples are generally made up in accordance with the Mat specification, but upon request we shall be glad to furnish actual floor sections.

E-J "Long Life" Flooring is made in two thicknesses, $\frac{5}{8}$ " and $\frac{7}{8}$ ". Except where trucking conditions are unusually severe, the $\frac{5}{8}$ " thickness is ample. Where abnormal conditions are to be met consult our service experts before specifying. E-J "Long Life" Flooring weighs approximately 3 $\frac{1}{2}$ lbs. to the square foot.



EASY TO LAY

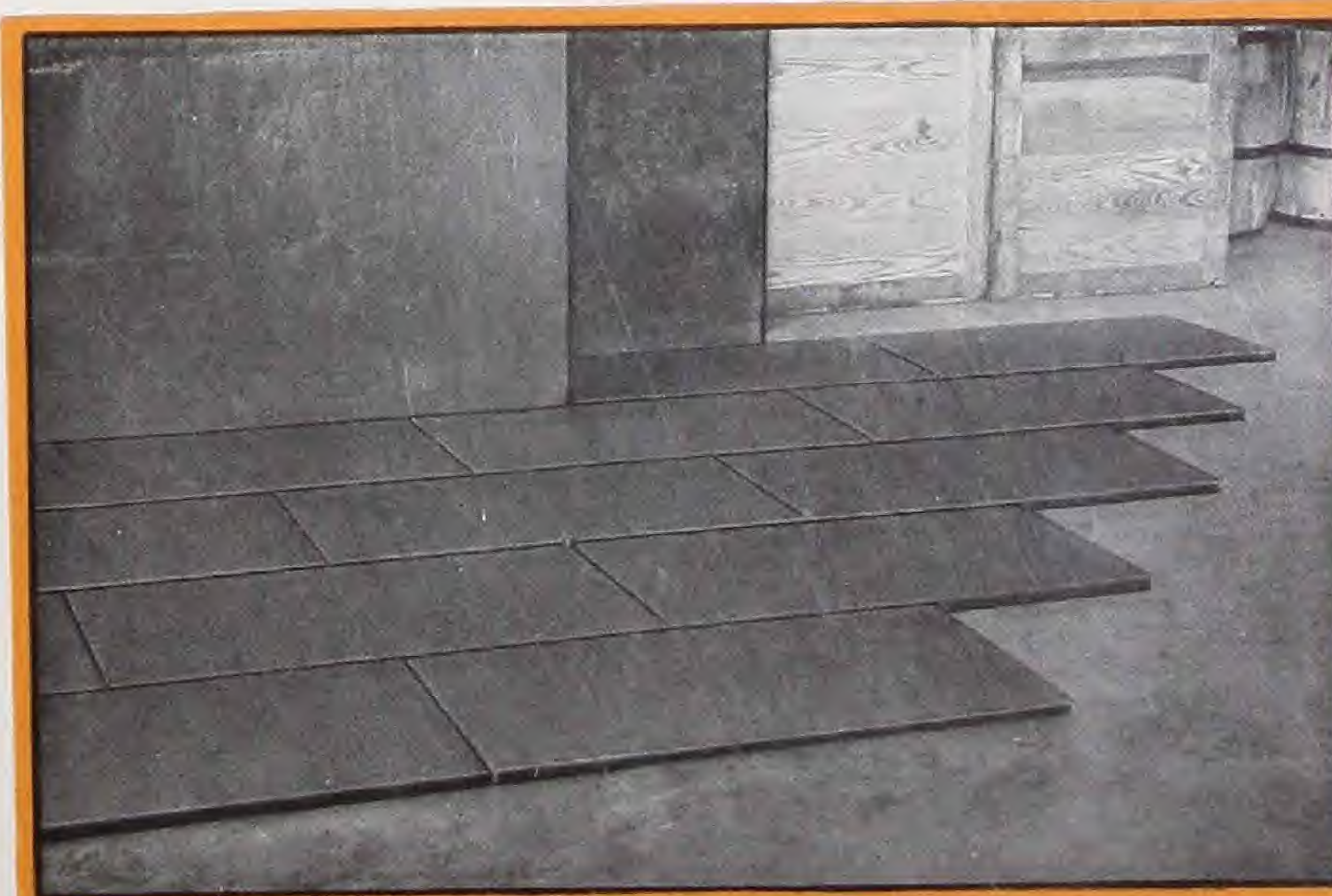
E-J "Long Life" Flooring is easily and quickly laid. Cutting and waste practically eliminated. It can be successfully laid over old wood floors. All that is needed is a hammer, a box of staples, and a pair of heavy metal nippers. When laying over concrete, it is set in hot asphalt specially prepared by Endicott Johnson (See specifications).

The blocks should be staggered to break the continuity of the joints. This applies both to laying over wood or concrete. See the specifications in regard to service of an installation foreman without charge. This is a very important feature as it insures a high grade piece of work.



A REAL LONG LIFE FLOOR

E-J "Long Life" Flooring is all that the name implies—"Long Life" and hard to wear out. From point of service it is by far the cheapest floor you can buy. An actual test will prove our statements or we will gladly send you names of concerns who will be pleased to give you their experience. (Also see page 8). If you wish to see this floor in actual use, order a trial shipment, or better still let us show you where it has actually been in constant hard service over a period of 3 or 4 years in our own plants.

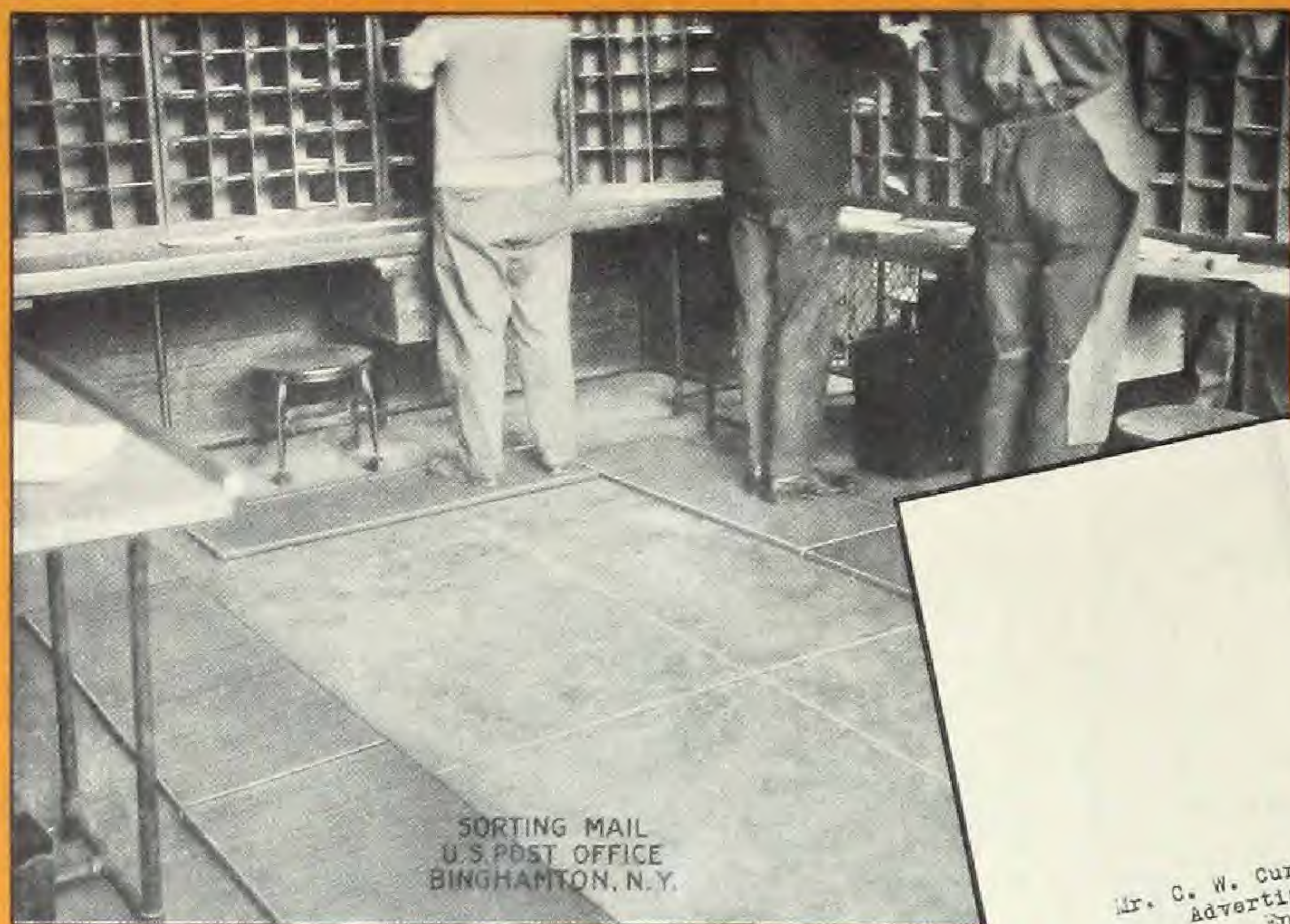


THE BEST FOR FACTORY FLOORS

"LONG LIFE"



FLOORING



SORTING MAIL
U.S. POST OFFICE
BINGHAMTON, N.Y.

Form 5191
Railway Mail Service
OFFICE OF CHIEF CLERK
DISTRICT 10.

Binghamton, N.Y., Sept. 28, 1923.

Mr. C. W. Curtis,
Advertising Manager,
Endicott-Johnson Corp'n.,
Endicott, N.Y.

Dear Sir:

I am pleased to inform you that the Fibreboard Mats recently installed in the Binghamton Terminal Railway Post Office have proven of great benefit to the clerks in relieving leg weariness formerly experienced when standing for long periods on cement floors.

One clerk who has particularly benefited by these mats expresses himself thus:

"Heretofore with rubber heels and arch supports I suffered severe leg strain. Now, since the installation of the mats I notice an appreciable difference."

The Chairman of Welfare Relations has had tests of these mats made in different Post Offices and Railway Terminals and he reports very satisfactory results.

May I express to the Corporation the thanks of the clerks under my supervision and my personal appreciation in placing these mats at the Binghamton Terminal without expense?

Respectfully,

J. H. Leach
Chief Clerk.

Jho/ls.

Hallet & Davis Pianos

MADE IN BOSTON SINCE 1820



Neponset, Mass., Sept. 15, 1923.

Endicott Johnson Corp.,
Johnson City, N. Y.

Gentlemen:

In reply to your letter of Sept. 12th, we will say that we are, so far, very much pleased with E-J "Long Life" Flooring.

We are today, mailing you an order for another small quantity, which we propose to put on elevators, and if this proves to be as satisfactory as that which we have already installed, we will plan to make further use of your flooring.

Very truly yours,

Hallet & Davis Piano Co.
Neponset Plant

JCG/11

BOSTON AND MAINE RAILROAD

Boston, Sept. 14.

Endicott-Johnson Corp.,
Johnson City, N.Y.

Gentlemen:-

Attention - William B. Going

I have yours of the 6th inst relative to your E-J "Long Life" Flooring which was installed on ramp leading from Baggage Room down into Midway of our North Station, approximately one year ago.

Since the installation of your material, we have not found it necessary to make any repairs other than to place a few additional staples through the fibre, whereas previous to the placing of this material it was necessary that we renew maple flooring on an average of 4 times during each year.

I think that the contrast mentioned above amply covers what you request.

Yours truly,
W. B. Going
Supervisor B. & M.

SED/3

WE HAVE RECEIVED MANY
LETTERS LIKE THESE.

JOHNSON CITY PUBLISHING CO., JOHNSON CITY, N. Y.

THE BEST FOR FACTORY FLOORS